India B2C Panel

Complete Data & Coverage

6,48,856	5	7
B2C Panelists	Specialty Segments	Age Bands

Gender • Age • HHI • Education • Employment • Consumer Specialty • Medical • Cities

INDIA B2C PANEL — AT A GLANCE | 2026

6,48,856
B2C Panelists
Total verified

7
Age Bands
13-17 through 65+

14
HHI Bands
In INR brackets

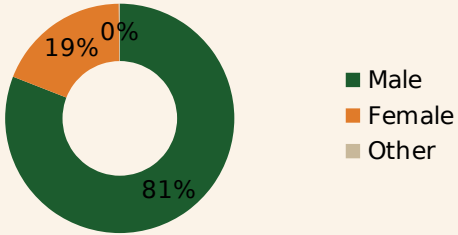
5
Specialty Segs
Consumer profiling

15
Education Lvls
Middle school to PhD

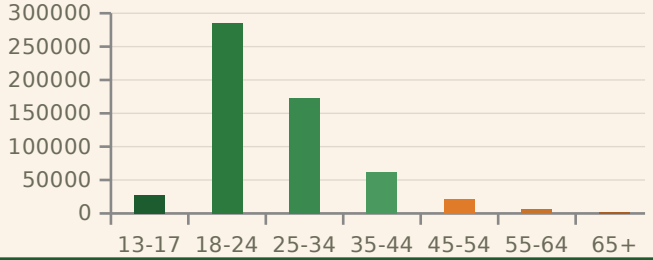
8
Employment Cats
Full-time to Retired

✓ **Double Opt-In** ✓ **Digital Fingerprinting** ✓ **Red Herring Qs** ✓ **De-duplication** ✓ **48–72 Hr TAT**

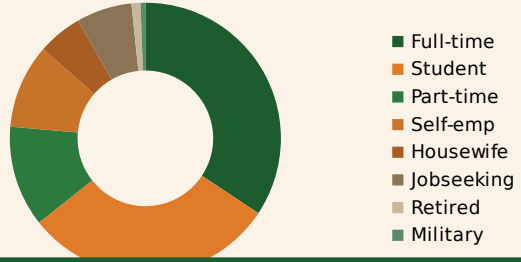
Gender Split



Age Distribution



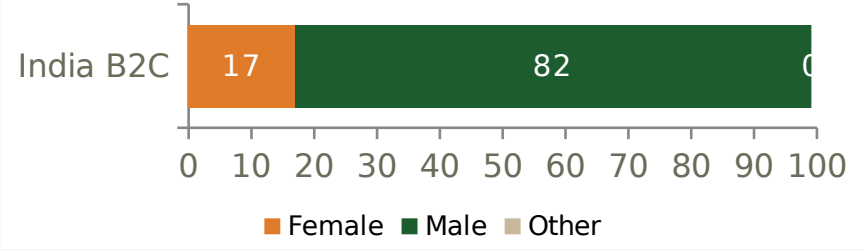
Employment



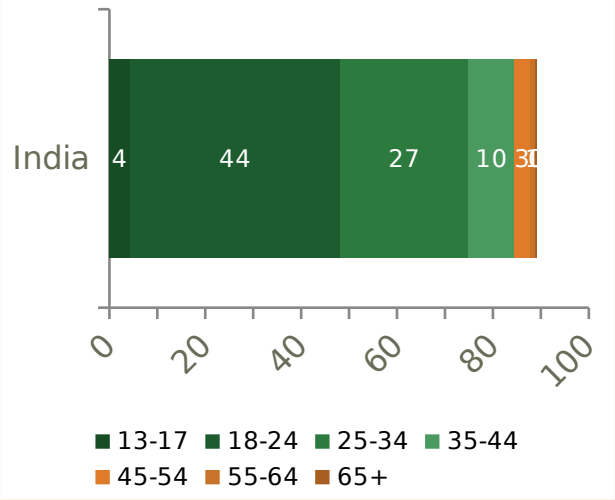
INDIA B2C TOTAL: 6,48,856 Panelists | Verified Consumers | Double Opt-In | 2026

GENDER & AGE DISTRIBUTION — INDIA B2C | 2026

Gender Breakdown



Age Distribution

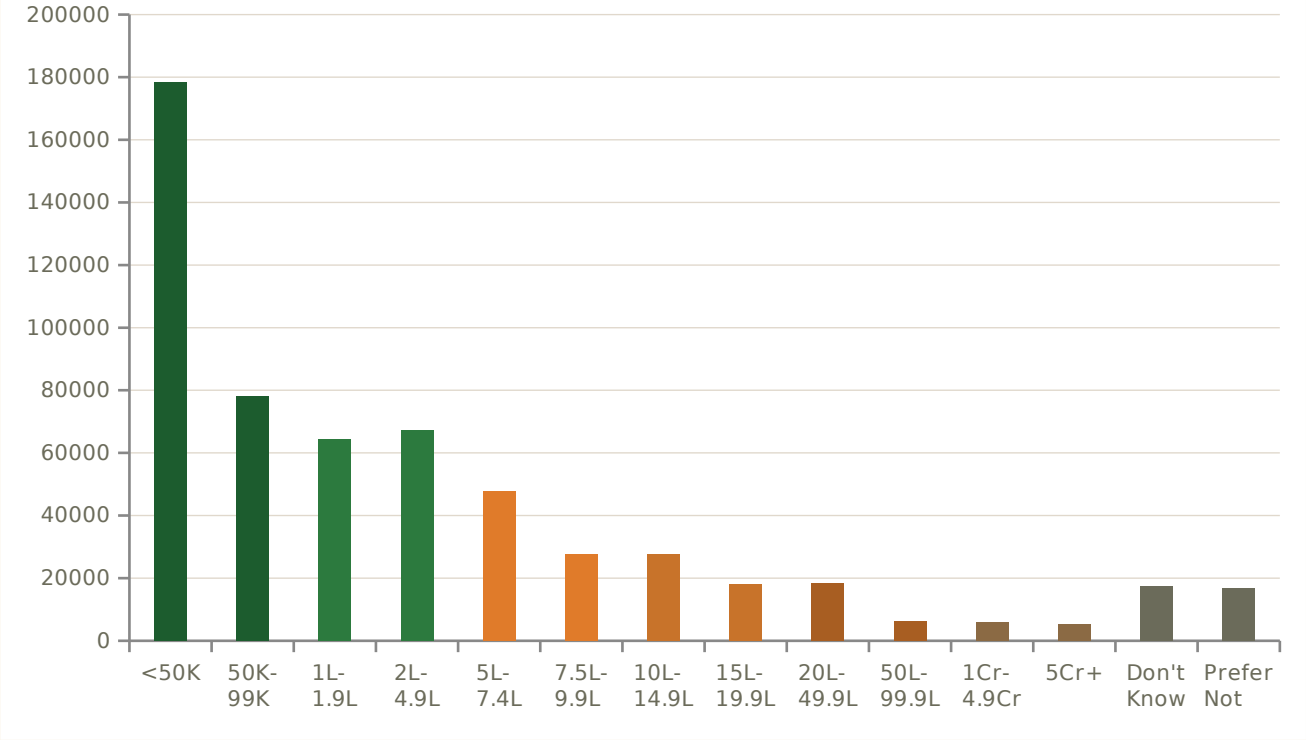


Female Panelists	Male Panelists	Other / NB
1,09,715	4,68,825	796
16.9% of panel	82.2% of panel	0.1% of panel

13–17	18–24	25–34	35–44	45–54	55–64	65+
27,912	2,85,212	1,73,519	62,433	21,929	5,827	2,504

18–24 is the dominant age group at 43.9% — India's youth-heavy demographic

HOUSEHOLD INCOME DISTRIBUTION — INDIA B2C | 2026



Largest Segment

<₹50,000

27.5% of panel

Middle Income

₹1L–₹10L

30.0% of panel

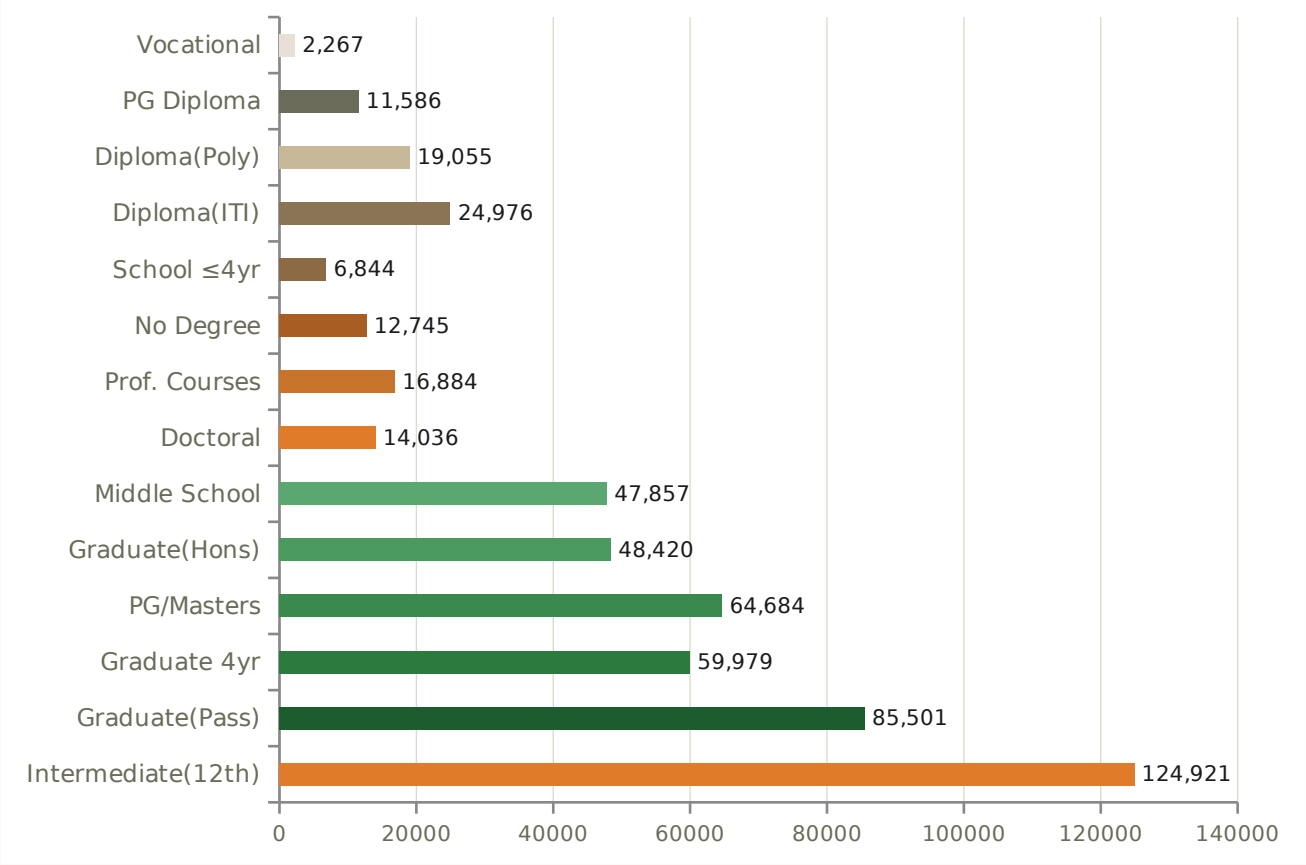
High Income

₹10L+

11.7% of panel

INDIA B2C: 6,48,856 Panelists | Income profiled in INR brackets | 2026

EDUCATION PROFILE — INDIA B2C | 2026



Graduate+ Panelists

2,40,610

37.1% of panel

Post-Graduate

76,270

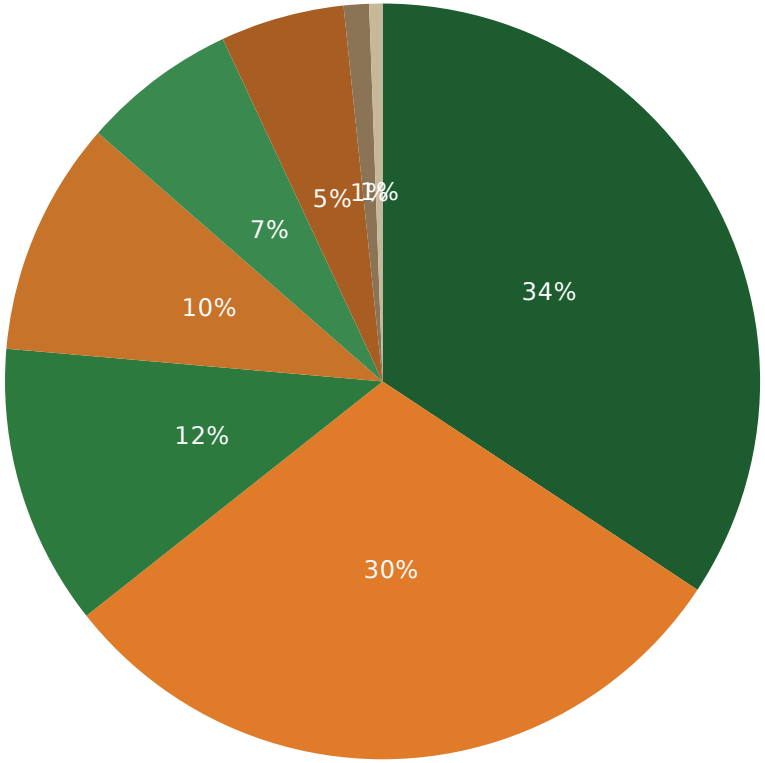
11.8% of panel

School Level

87,438

13.5% of panel

EMPLOYMENT STATUS — INDIA B2C | 2026



Full-time Employed	1,98,711	**30.6%**
Students	1,74,090	**26.8%**
Part-time Employed	69,700	**10.7%**
Self-Employed	58,145	**9.0%**
Job Searching	38,405	**5.9%**
Housewife	30,737	**4.7%**

Home Owners

24.8%

of panel

1,60,873

panelists

Students

23.4%

of panel

1,52,002

panelists

Car Owners

21.2%

of panel

1,37,816

panelists

Patients

12.2%

of panel

79,172

panelists

Parents

7.6%

of panel

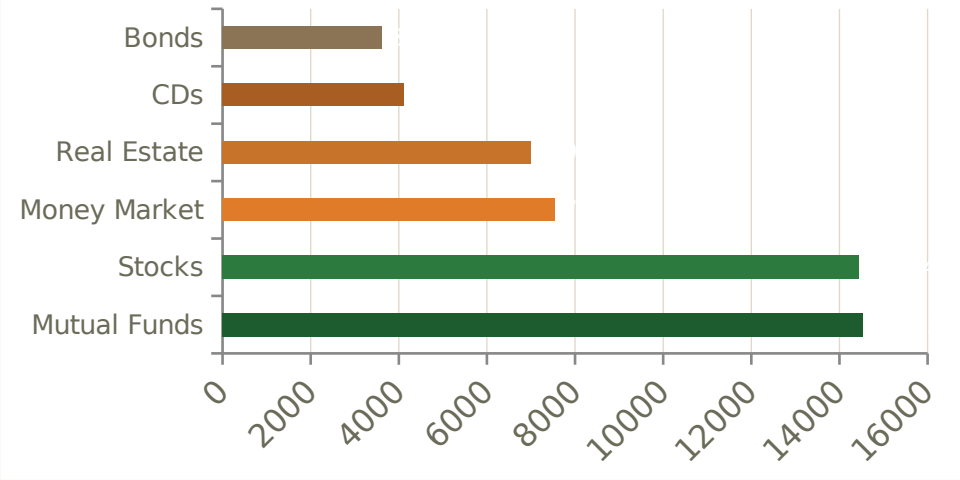
49,562

panelists

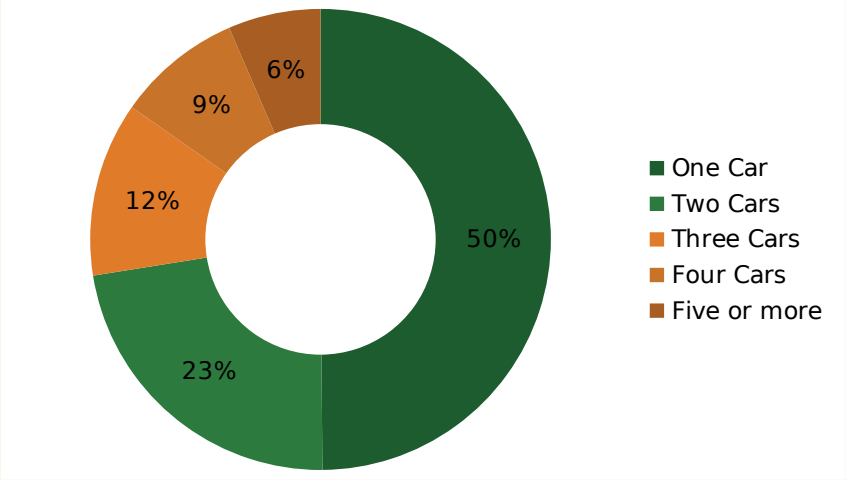
Specialty segments available for targeted recruitment across India

INVESTMENT PRODUCTS & CAR OWNERS — INDIA B2C | 2026

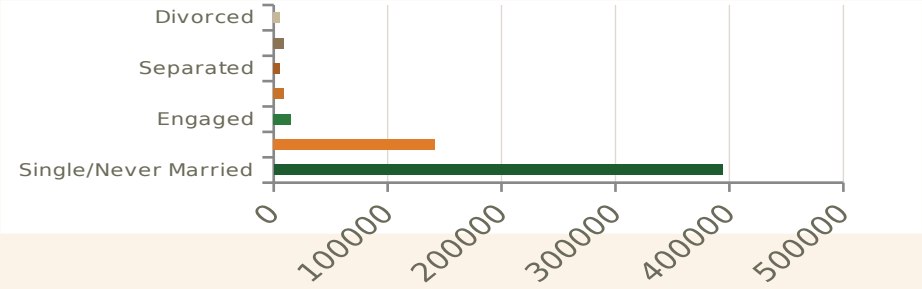
Investment Products (% of total panel)



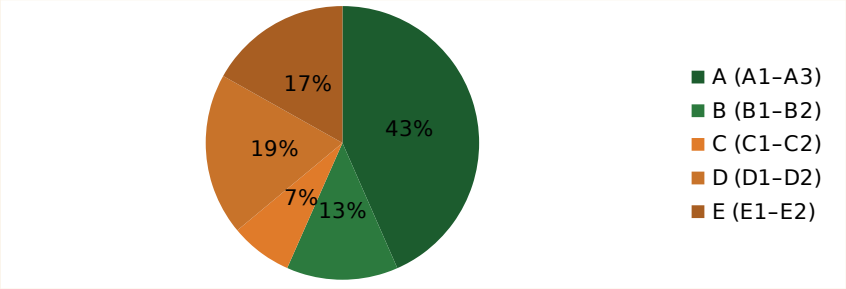
Car Owners by Fleet Size



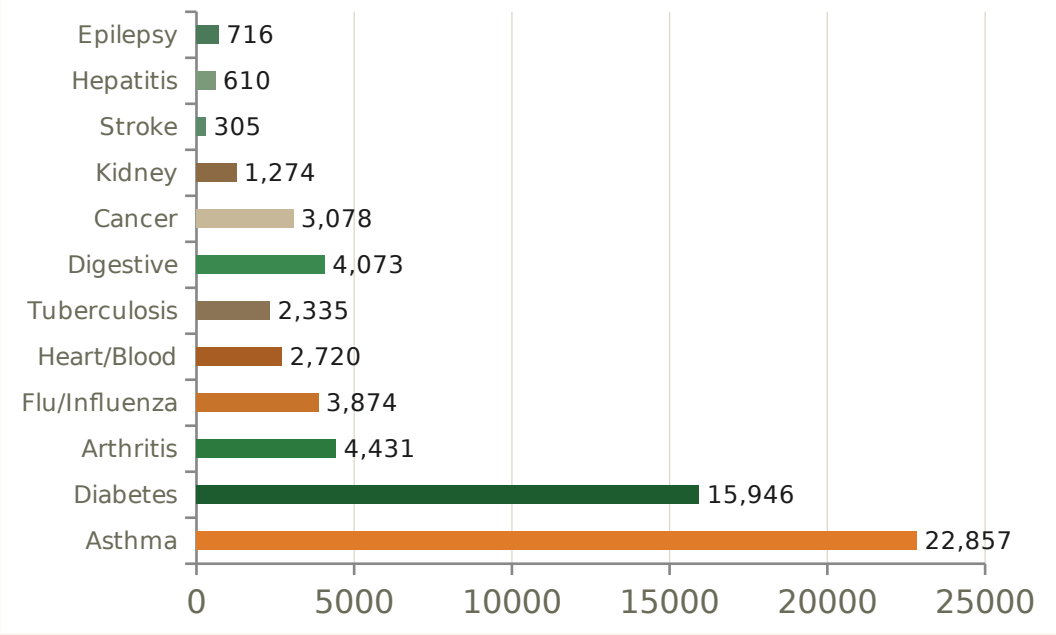
Marital Status



NCCS Classification



Medical Conditions

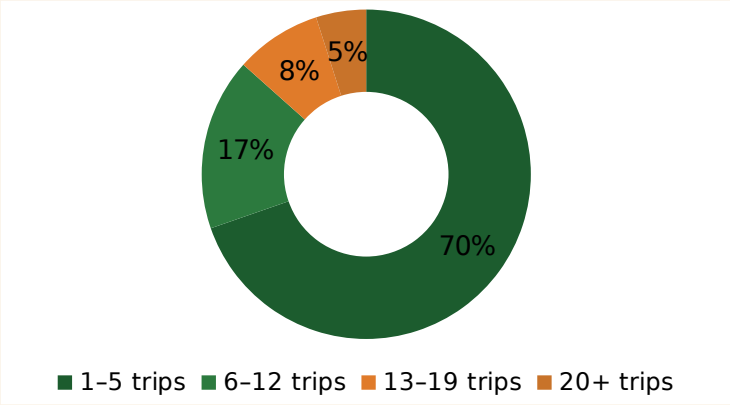


Total panelists with at least one medical condition: 61,219 (9.4% of panel)

Travel Profile

Domestic Travelers
2,33,097
35.9% of panel

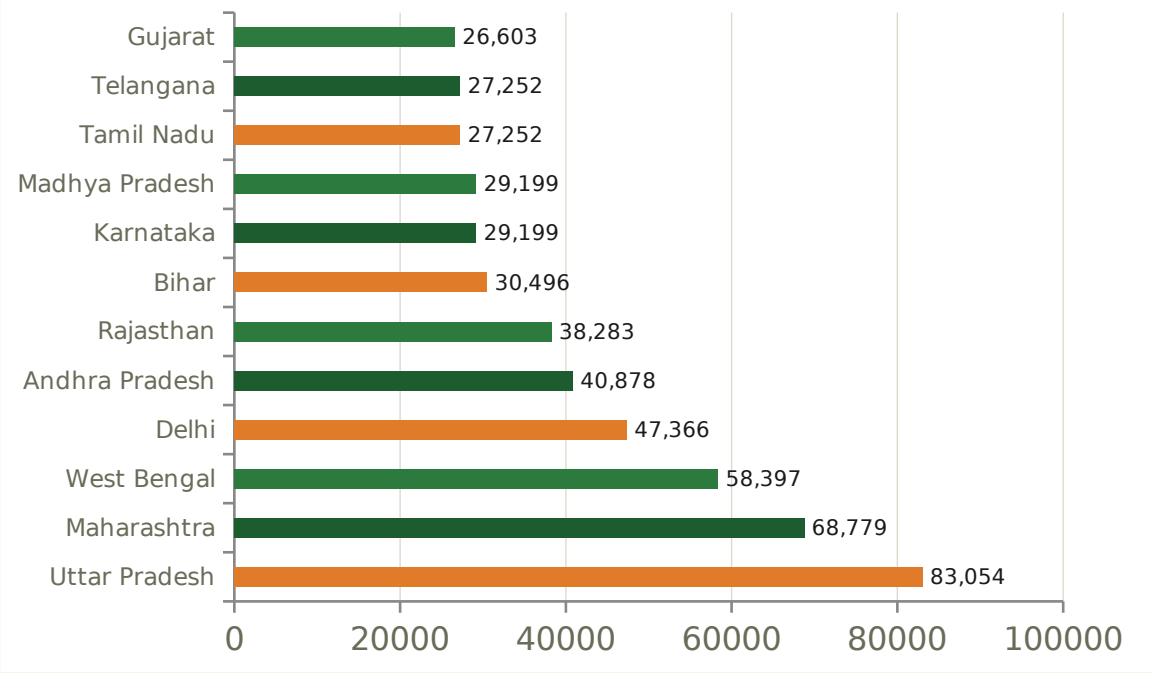
Intl Travelers
58,782
9.1% of panel



Trips in last 12 months

STATE & CITY DISTRIBUTION — INDIA B2C | 2026

Top 12 States by Panelists



Tier I Cities

Delhi	40,235	**6.2%**
Mumbai	28,289	**4.4%**
Kolkata	21,455	**3.3%**
Hyderabad	13,179	**2.0%**
Chennai	12,897	**2.0%**
Bangalore	8,454	**1.3%**
Pune	8,394	**1.3%**
Ahmedabad	4,695	**0.7%**

INDIA B2C: 6,48,856 Panelists across all States & UTs | Tier I, II & III city coverage | 2026

PROFILING CAPABILITIES & QUALITY STANDARDS | 2026

Gender

Male, Female,
Non-binary / Other

Age Bands

7 brackets:
13-17 through 65+

Household Income

14 INR brackets
in local currency

Education

Middle School
through Doctoral

Specialty

Parents, Patients,
Students, Car & Home Owners

Employment

8 employment
status categories

✓ **Double Opt-In** ✓ **Fingerprint Check** ✓ **Red Herring Qs** ✓ **De-duplication** ✓ **48–72 Hr TAT**

Ready to reach the right **consumers?**

6,48,856 panelists • 5 specialty segments • 7 age bands
14 HHI brackets • All Indian States & UTs • Real 2025 data

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